



# CDC's *Partners* Portal

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# *Partners Portal Vision* (Personalization)



***Delivering and tailoring information for informed public health decision making***

- ◆ ***Connecting public health partners and the CDC workforce with timely and easily accessible information, tools and resources***
- ◆ ***Providing a means of organizing & aggregating information for a comprehensive, intuitive user experience***

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# Definitions



- ***Customization***
  - ◆ *Display & Organization*
  - ◆ *Preferences for Content*
- ***Personalization***
  - ◆ *Based on implicit knowledge about person, e.g. role of Lab Director*



# Views

- *Aggregation view – present information across multiple topics, content types, and information repositories*
- *Virtual Desktop – presents the information & tools a person needs to conduct the business of public health*




# Personalized Portals – Commercial Examples






*Choose from different information tools like news, calendar, email, and stock quotes, weather & organize them the way you like*

- *MyYahoo.com*
- *MyNetscape.com*
- *MyMSN.com*

# Commercial Example – MyYahoo.com



Welcome, **nedragarrett**  
[ Sign Out, My Account ]

? help

Yahoo! Mail More Yahoo!

Category: **Web** | Images | Video | Local | News | Products move ▾

Search:  Yahoo! Search Advanced My Web

Fri, May 6, 02:43 pm


[Yahoo! Greetings - Send a Mother's Day eCard!](#)

[Add Content](#) [Change Layout](#) [Change Colors](#) [Set As Home Page](#) [My Front Page](#) | [Add New Page](#)

Message Center edit ✕

[Check Email](#)  
[Check Calendar](#)

Weather edit ✕

Atlanta, GA 52...71 F   
 Search  
search by Zip Code or City

Calendar edit ✕

◀ May 2005 ▶

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Today is **May 06, 2005**

Today Add Event

[Sign up for Yahoo! Calendar](#) and be reminded of today's and upcoming events.

Saturday Add Event

Saturday's events displayed here.

Health - Topix.net edit ✕

- [Survey finds Americans prefer 'safer' older drugs](#) - one hour ago
- [Family organizes benefit for cancer research](#) - one hour ago
- [Not Enough School Kids Protecting Eyes](#) - one hour ago
- [Flu Supply for Next Season Uncertain](#) - one hour ago
- ['Freshman Blues' Can Depress Immune System](#) - one hour ago

Most Viewed News Stories edit ✕

- [Runaway Bride Denies Having Cold Feet](#) - 3 hours ago
- [Court Reinstates Calif. Dog Mauling Ruling](#) - 12 hours ago
- [Yankees Sink to Bottom of AL East](#) - 2 hours ago

AP: Top Stories edit ✕

- [Twin Suicide Car Bombs Kill 24 in Iraq](#) - 8 minutes ago
- [Blair Wins Historic Third Term in Britain](#) - 7 minutes ago
- [Employers Boost Hiring, Jobless Rate Steady](#) - 7 minutes ago

Email Address Finder edit ✕

First Name


Last Name

Domain (e.g. yahoo.com)

Search [Advanced](#)

Reuters: Science edit ✕

# Commercial Example – MyNetscape.com

 **MyNetscape** Sign In  
Friday, May 06 1:11 PM EDT

Content Layout Settings Colors Make This My Home page

What's New

Search the Web:  
 

- Hot 20 Searches
- Free Search Toolbar
- Great Web Offers
- More Search Tools...

Personal Finance

MarketWatch.com Market Snapshot  
Get the latest on the markets from MarketWatch.  


Create a Portfolio	Last	Change
DJIA	10362.77	+22.39
S&P 500	1172.75	+0.65
Nasdaq	1963.95	+2.15
TWX	17.15	+0.03

Enter Symbol:  
   
Last Updated: May 06, 2005 1:10 PM (EDT)  
Quotes delayed 20 minutes. Disclaimer.

Sports

MLB | NBA | NFL | NHL | WNBA | Tennis  
Golf | Auto Racing | Soccer  
**Today's Scoreboard** All times ET  
**National League Baseball**  
Washington 05-06-2005 10:15PM  
@ San Francisco  
**American League Baseball**  
Oakland 05-06-2005 07:05PM  
@ NY Yankees  
**Yesterday's Scoreboard**  
**American League Baseball**  
NY Yankees 2 Final

Top Story

**Baghdad Cops Find 14 Shot Dead; Some Blindfolded**  
CNN Reports »

- Tony Blair Wins Re-Election
- Witness: Jackson Didn't Molest Me

News

**Market News by MarketWatch**

- U.S. stocks at flat line; data-inspired rally fades
- U.S. nonfarm payrolls up a surprising 274,000 in April
- GE to restate due to hedge rule; outlook affirmed
- Markets take Blair victory in stride, tax worry builds

**Top News**

- Employers Boost Hiring, Jobless Rate Steady
- Woman: Jackson Behavior Not Inappropriate
- Blair Wins Historic Third Term in Britain
- Fatah Wins Palestinian Local Elections





**Tech News by ZDNet**

- PalmOne hard-drive-based handheld on horizon
- FAQ: How Real ID will affect you
- Microsoft aims to be cell phone 'Survivor'
- Intel, Sprint connect on WiMax




**Offbeat News**

- Crocodiles put rangers on high alert
- Marching to a VERY different drum...
- Broadcast watchdog bans TV porn channels
- 'Virgin Mary' stain defaced, covered

My Services

 **Check Mail**  
Free Personal Email  
 **Message Boards**  
Join the conversations and add your 2 cents  
 **Yellow Pages**  
Find businesses  
 **White Pages**  
Find people

Weather

**New York, New York**  
50°F / 10°C  
Fair  
  
**San Francisco, California**  
52°F / 11°C  
Partly Cloudy  
  
**London, United Kingdom**  
41°F / 5°C  
Partly Cloudy  
  
**Weather Lookup:**  
Enter a city, state, country, or zip code:



# Functionality for *Partners*



- ***Access (browse and search) to CDC information resources***
  - ***Electronic journals, books, news & databases***
- ***Access to CDC tools and applications***
  - ***Secure Applications & Collaborative Forums***
- ***Syndication of CDC & other public health information in the news***
- ***Customize the layout/presentation of content***
- ***Subscription to content by topic, date, etc.***
- ***Directory/expertise lookup***



# Other General Functionalities



- ◆ *Single Sign-On Authentication*
- ◆ *Customizeable Portlets*
- ◆ *Delivery of content proactively based on role, interest, geographic location, life stage*
- ◆ *Support aggregated view of content from multiple sources*
- ◆ *Ability to recommend/surface information related to previous searches*



# Partners Portal & Other PHIN-Related Components



- ***PHIN Directory***
- ***Authentication & Authorization Service***
- ***Secure Data Network***
- ***Site Scape Collaborative Forums***
- ***Other Communications Technology Platform***



# Local Public Health View



*Local Public Health Official checks for new immunization schedule released by ACIP*

- Receives an alert for new schedule released by ACIP
- Logs onto site & checks for new schedule
- Download schedule for clinic posting
- Browse for latest immunizations and vaccine preventable diseases *In the News*
- Search PubMed for related research
- Checks VAERS for any previous reported adverse events for specific vaccine



# State Public Health View



## *State Epidemiologist seek information on suspected outbreak of foodborne disease*

- ◆ Discuss suspected cases with other epidemiologist over secure system (Epi-X)
- ◆ Search site for latest guidelines on foodborne illnesses – signs, symptoms, treatment, etc.
- ◆ Check for latest related public health information  
*In the News*
- ◆ Check FoodNet system for any other reported cases in nearby regions

# Public Health *Partners* Portal Release 1

Electronic Journals

Secure Applications

Contacts Directory

Health Dept Agency  
Lookup

Access to NLM  
electronic references

**CDC Public Health Partners**

You are logged in as Your Name 1

Search CDC.gov:

[Partners Home](#) | [My Preferences](#) | [Help](#) | [Logout](#)

**My Applications**

- DHAP/EPI Branch Communications
  - [BOTUSA Field Report Upload](#)
- NETSS
  - [Virginia Bot Outbreak](#)
- SDMS
  - [Upload PMS](#)

**Contacts Directory**

To locate HHS personnel, enter the search criteria below:

Last name:  3

First name:

Agency:

**Health Departments Directory**

To view a list of health departments for a particular state, select a state below:

Alabama  4

**Electronic Reference**

Select a database and search term to locate journals.

Database:

Search for:

5

**Morbidity and Mortality Weekly Report**

**This Week in MMWR** April 1, 2005 / Vol. 54 / No. 12

- [Tobacco Use, Access, and Exposure to Tobacco in Media Among Middle and High School Students --- United States, 2004](#)
- [Inadvertent Laboratory Exposure to \*Bacillus anthracis\* --- California, 2004](#)
- [Estimated Influenza Vaccination Coverage Among Adults and Children --- United States, September 1, 2004--January 31, 2005](#)

**Recommendations and Reports** April 1, 2005 / Vol. 54 / No. RR-5

- [Improving Influenza, Pneumococcal Polysaccharide, and Hepatitis B Vaccination Coverage Among Adults Aged >65 Years at High Risk: A Report on Recommendations of the Task Force on Community Preventive Services](#)

**Surveillance Summaries** January 28, 2005 / Vol. 54 / No. SS-1

- [Cryptosporidiosis Surveillance --- United States 1999-2002](#)

**Emerging Infectious Diseases Journal**

**Current Issue** [Volume 11, Number 4--April 2005](#)

Articles address topics including echinococcosis re-emergence, recurring methicillin-resistant *Staphylococcus aureus* infections, bed bug infestation, and infectious disease research of the past 10 years.

**Expedited articles:**

- [Highly Pathogenic H5N1 Influenza Virus in Smuggled Thai Eagles, Belgium, S.V. Born](#)

**Ahead of print:**

- [Risk Factors for Kala-Azar in Bangladesh, C. Bern et al.](#)
- [Media Effects on Students during SARS Outbreak, S.L. Bergeron et al.](#)

**Preventing Chronic Disease Journal**

April 2005  
Volume 2: No. 2  
ISSN: 1545-1151

[Kheury on Emerging Public Health Genomics](#)

[McBride on Genomics Research Agenda](#)

[Redzin on Web-based Training in Genomics](#)


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**FIRSTGOV**  
Your First Click to the U.S. Government

**Department of Health and Human Services**

# Partners View (Future)



Department of Health and Human Services  
Centers for Disease Control and Prevention

Search:

MyCDC.gov

1 Welcome, <username> || My Preferences | Help | Logout

2 Resources & Applications ⓘ

> [MMWR](#)

> [YRBSS](#)

> [Injury Publications](#)

> [NHANES](#)

> [Online Journals](#)

**Secure Applications**

> [<app name>](#)

> [<app name>](#)

> [<app name>](#)

> [<app name>](#)

4 Workgroups & Committees ⓘ

> **ASTHO: Info Policy** [New](#)

> [file sharing](#) > [discussion](#)

> **Tri-state Surveillance** [New](#)

> [file sharing](#) > [discussion](#)

> **Illinois Preparedness** [New](#)

> [file sharing](#) > [discussion](#)

3 <Public Health Expertise> ⓘ

Get contact and expertise information on thousands of public health professionals across the US.

Search by subject, locale, role or zip code:

Search

6 <Interactive Communications> ⓘ

**Recent Health Alerts / Notifications**

There are no new alerts or notifications at this time.

**Public Health Postings**

Michigan Encephalitis Outbreak [New postings](#) (4)

Wisconsin West Nile Virus [New postings](#) (2)

**Discussions**

Topic Area [New postings](#) (n)

Topic Area [New postings](#) (n)

Topic Area [New postings](#) (n)

[more >>](#)

7 Subscriptions & News ⓘ

> Food Safety [New](#)

> Funding Opportunities [New](#)

> Recommendations [New](#)

> Training [New](#)

> Illinois Public Health

**Investigation of rabies infections**

June 30, a confirmed case of rabies in three transplant recipients ...

**2003 YRBSS survey results**

70.8% of deaths in US among persons 10-24 years result from only four causes ...

**Hepatitis outbreak at county fair**

12 suspected cases of Hepatitis A tied to Chicago county fair ...

[more >>](#)

8 Topic Center: Health Disparities ⓘ

> Journal Articles [New](#)

> African-American Adolescents

> Data & Statistics

> Conferences / Events

> Hispanic Health [New](#)

**REACH 2010: Addressing Disparities**

Despite great improvements in overall health, racial and ethnic minorities in America ...

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Despite great improvements in overall health, racial and ethnic minorities in America ...

[more >>](#)

**Contacts/Expertise**

[Janice Hartwick](#) CDC

[Robert Benson](#) CDC

[Terri Masseki](#) Virginia

[more >>](#)

Topic Center: Emergency Preparedness & Response ⓘ

> Cooperative Agreements [New](#)

> Agents & Diseases

> Training [New](#)

> Preparedness & Planning

> Surveillance [New](#)

> [More health areas](#)

**Mass antibiotics dispensing: a primer**

Webcast provides an overview of a critical and complex aspect of Strategic Stockpile ...

**HHS awards \$849 million to improve preparedness**

Awards to states, territories and four metro areas to strengthen the ability ...

**CDC collaboration yields new anthrax test**

The first test approved by FDA to detect antibodies to anthrax ...

[more >>](#)

**Contacts/Expertise**

[Charles Schable](#) CDC

[Robert Benson](#) CDC

[Terri Masseki](#) Virginia

[more >>](#)



# Senior Consumer View




***Senior consumer seeks information on ways to improve health***

**(User previously subscribed to health topics of interest)**

- ◆ Check for latest senior related public health news
- ◆ User receives an alert for new info on pneumococcal vaccine
- ◆ User checks other related “CDC approved” resources for Seniors



# Consumer View (Future)



Department of Health and Human Services  
Centers for Disease Control and Prevention

Search:

MyCDC.gov

Welcome, <username> || [My Preferences](#) | [Help](#) | [Logout](#)

1

2

3

<Senior Health> ⓘ

CDC Favorites ⓘ

- > [Strength Training for Older Adults](#)
- > [Healthy Aging](#)
- > [Special Series on Public Health & Aging](#)
- > [Body Mass Index \(BMI\) tool](#)

State Resources ⓘ

- > [Local Health Departments in my State](#)
- > [Michigan Aging Website: \*MiSenior.Net\*](#)
- > [MI Services for Seniors](#)
- > [MI Elder Prescription Insurance Coverage](#)
- > [MI Long Term Care](#)
- > [MI End of Life](#)

Subscriptions & News ⓘ

- > [Skin Cancer](#) [New](#)
- > [Osteoporosis](#)
- > [Recommendations](#) [New](#)
- > [Vaccines](#) [New](#)
- > [Injury Prevention](#)
- > [More health areas](#)

[10 Important Vaccine Facts for Seniors](#) All people 65 years of age or older should get flu, pneumococcal, and tetanus/diphtheria vaccines... 07/19/2004

[Growing Older: Health Issues for Minorities](#) Almost 35 million Americans are age 65 and over, according to the latest data from the U.S. Census Bureau....07/19/2004

["Elder-Ready" Communities Growing Older: Health Issues for Minorities](#) States are exploring include working with local and regional governments to build "elder-ready" communities USA TODAY/Associated Press (7/18/2004)

[more >>](#)

&lt;Self-selected Family/Topic View&gt; ⓘ

- > [Children's Health](#) [New](#)
- > [Preventing Skin Cancer in Youth](#)
- > [Recommendations](#) [New](#)
- > [Childhood Immunization](#) [New](#)
- > [Healthy Pregnancy](#) [New](#)
- > [More health areas](#)

[The ABCS of Raising Healthy Kids - Steps to Staying Safe and Healthy:](#) find out steps you can take to keep your kids safe and healthy...07/19/2004

[The Parents Guide to Childhood Immunization](#) is a 94-page booklet introducing parents to 12 childhood diseases 07/19/2004

[Safe Motherhood:](#) Continuing to Invest in the Health of Women informational packet. The second edition of our information 07/19/2004

[more >>](#)

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Department of Health and Human Services





# Challenges



- *Little content migrated at this point*
- *Dependencies on implementation of:*
  - ◆ *Indexed Content to include Images, Video & Sound*
  - ◆ *Architecture to Support Single Sign-On*
  - ◆ *PHIN Directory*
  - ◆ *Portal Product*
  - ◆ *Federated Search Tools*
  - ◆ *Web Services*



# Summary

- *Provide the right information to the right audience at the right time*
- *Filter content & provide access to CDC applications*
- *Provide the ability to organize information and readily access that information in a familiar browser-based environment*



# Contact Information:

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